

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): CZEPLUCH, Ralf

Confirmation No.:

Application No.: NYA

Examiner: Not Yet Assigned

Filing Date: Herewith

Group Art Unit: NYA

Title: METHOD FOR ATTRACTING CUSTOMERS, ON-LINE STORE, ASSEMBLY OF WEB PAGES AND SERVER COMPUTER SYSTEM

COMMISSIONER FOR PATENTS

Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

This Information Disclosure Statement is submitted:

under 37 CFR 1.97(b), or
(Within three months of filing national application; or date of entry of national application; or before mailing date of first office action on the merits; whichever occurs last)

under 37 CFR 1.97(c) together with either a:
 Statement under 37 CFR 1.97(e), or
 a \$180.00 fee under 37 CFR 1.17(p), or
(After the CFR 1.97 (b) time period, but before final action or notice of allowance, whichever occurs)

under 37 CFR 1.97 (d) together with a:
 Statement under 37 CFR 1.97(e), and
 a petition under 37 CFR 1.97(d)(2), and
 a \$180.00 petition fee set forth in 37 CFR 1.17(p).
(Filed after final action or notice of allowance, whichever occurs first, but before payment of the issue fee)

Please charge to Deposit Account **08-2025** the sum of \$0.00. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account **08-2025** pursuant to 37 CFR 1.25.

Applicant(s) submit herewith Form PTO 1449 - Information Disclosure Citation together with copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individual(s) designated in 37 CFR 1.56 (c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

"Express Mail" label no. **EV 012136442 US**

Date of Deposit **October 5, 2001**

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231

By Deirdre Curran

Typed Name: Deirdre Curran

Respectfully submitted,

CZEPLUCH, Ralf

By Paul D. Greeley
Paul D. Greeley

Attorney/Agent for Applicant(s)
Reg. No. **31,019**

Date: **October 5, 2001**

Telephone No.: **(203) 327-4500**

J1.046 U.S. PTO
10/05/01
109/971944


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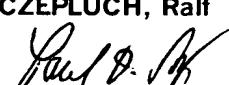
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CZEPLUCH, Ralf

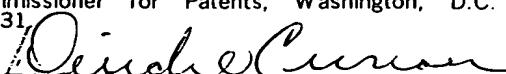
By 

Paul D. Greeley

Attorney/Agent for Applicant(s)
Reg. No. **31,019**

Date: **October 5, 2001**

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By 

Typed Name: **Deirdre Curran**

PATENT APPLICATION

Sheet 1 of 2

FORM PTO-1449		ATTY. DOCKET NO. 20010896	APPLICATION NO. NYA	CONFIRMATION NO. NYA
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT		APPLICANT CZEPLUCH, Ralf		
(Use several sheets if necessary)		FILING DATE Herewith	GROUP NYA	

10/05/01
09/671944
U.S. PTO
11016

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
1A	5,710,887	January 20, 1998	Chelliah, et al.	395	226
1B					
1C					
1D					
1E					
1F					
1G					
1H					
1I					
1J					
1K					

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	TRANSLATION	
							YES	NO
	1L							
	1M							
	1N							
	1O							
	1P							

OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)

1Q	David G. Messerschmitt, Understanding Networked Applications, 2000, pages 83-86, 451-453 English
1R	Jane Chen et al.: Can Advergaming Be The Future Of Interactive Advertising?, undated, www.kpe.com/ourwork/viewpoints/viewpoints.advergaming_4.shtml, visited 6 August 2001. English
1S	www.klangundkleid.ch/competition/start.asp, visited 27 September 2001. German (English language abstract is enclosed)

EXAMINER

DATE CONSIDERED

PATENT APPLICATION

Sheet 2 of 2

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2K					

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		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	TRANSLATION
							YES
	2L						
	2M						
	2N						
	2O						
	2P						

OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)

2Q	www.sitebranding.com/how_it_works.htm, visited 6 August 2001 English
2R	
2S	

EXAMINER

DATE CONSIDERED